

ARTS &



ECONOMIC PROSPERITY^{IV}

*National & West Valley of
Greater Phoenix Findings*

ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE INDUSTRY



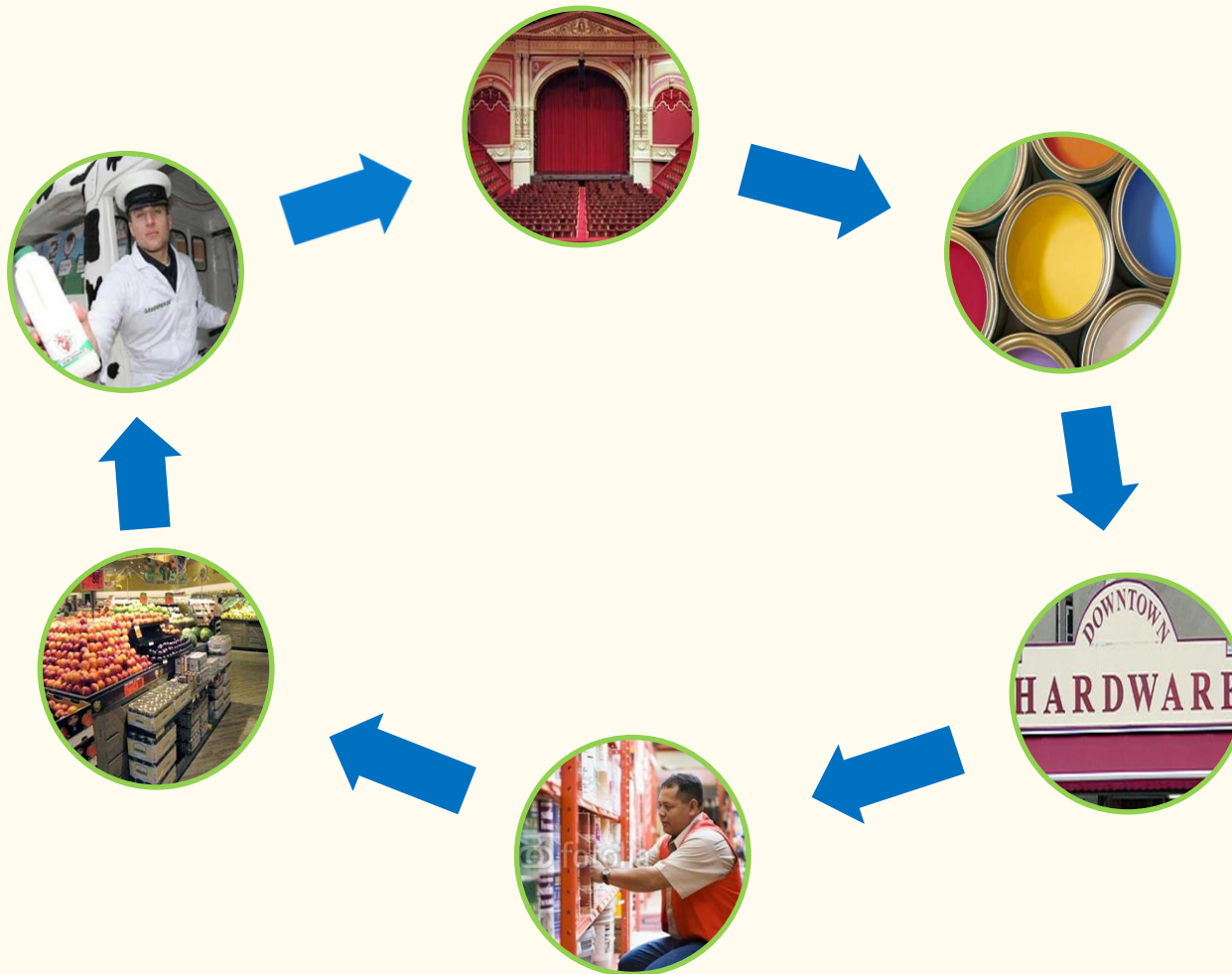
PRESENTATION

Most Comprehensive Study Ever

All 50 States + D.C.



How a Dollar is Re-Spent in a Community . . .



NATIONALLY

Economic Impact of Nonprofit Arts & Culture Industry \$135.2 Billion Annual Expenditures (2010)

Full-Time Equivalent Jobs	4.1 Million
Resident Household Income	\$86.7 Billion
Local Government Revenue	\$6.1 Billion
State Government Revenue	\$6.7 Billion
Federal Income Tax Revenue	\$9.6 Billion

WEST VALLEY

Economic Impact of Nonprofit Arts & Culture Industry \$14.8 Million Annual Expenditures (2010)

	2010	2000
Full-Time Equivalent Jobs	539	112
Resident Household Income	\$13,196,000	\$2,645,000
Local Government Revenue	\$671,000	\$114,000
State Government Revenue	\$911,000	\$209,000

Compared to \$3.5 million TOTAL ECONOMIC IMPACT in 2000

Organizations Spent . . .

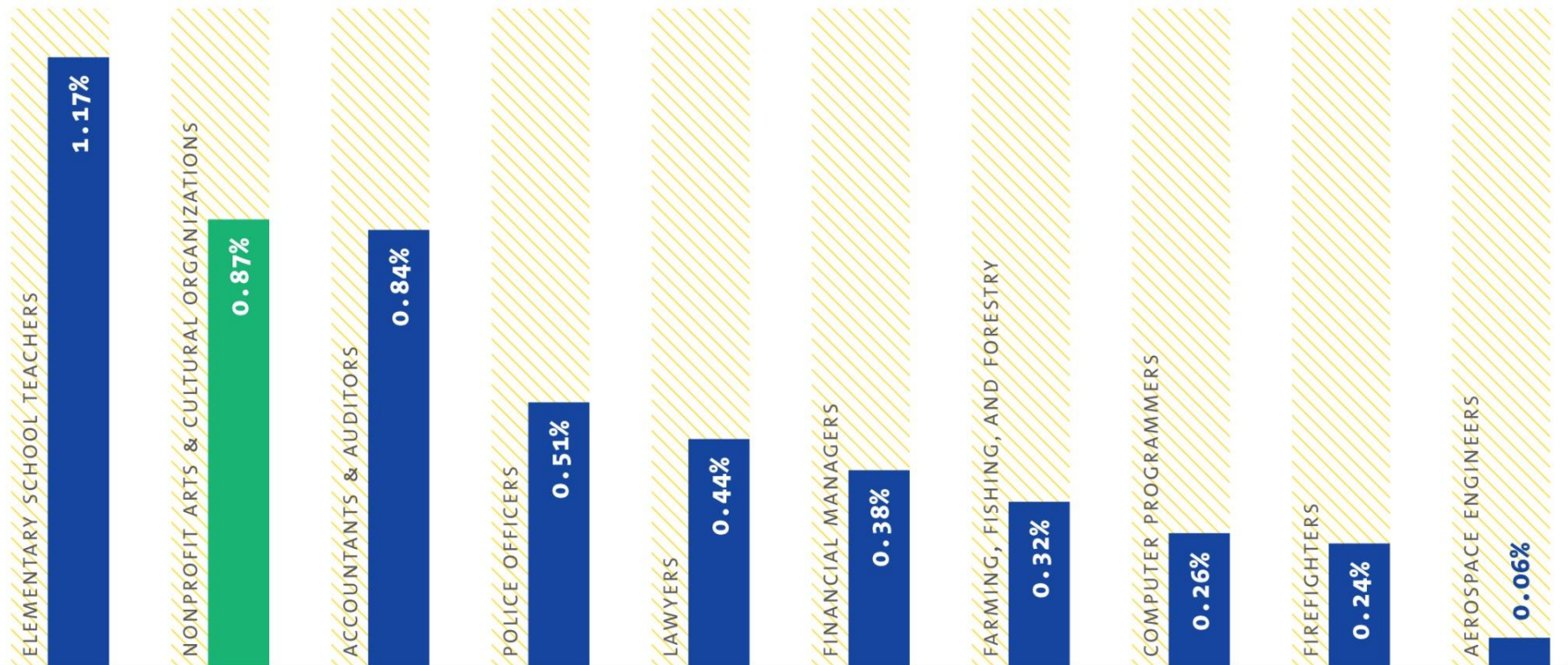
\$61.1 Billion Nationally

\$8.6 Million in WV

\$2.1 Million in 2000

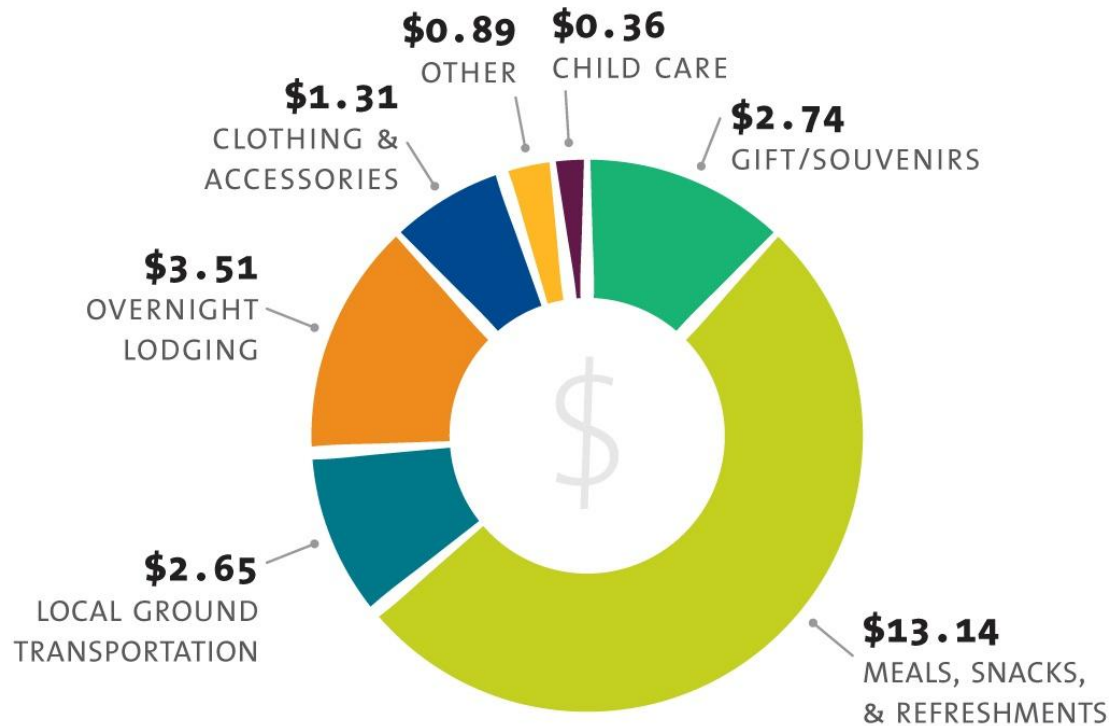
1.1 Million Jobs Supported Directly by Nonprofit Arts Organizations – 357 in the West Valley

PERCENTAGE OF U.S. WORKFORCE (2010)

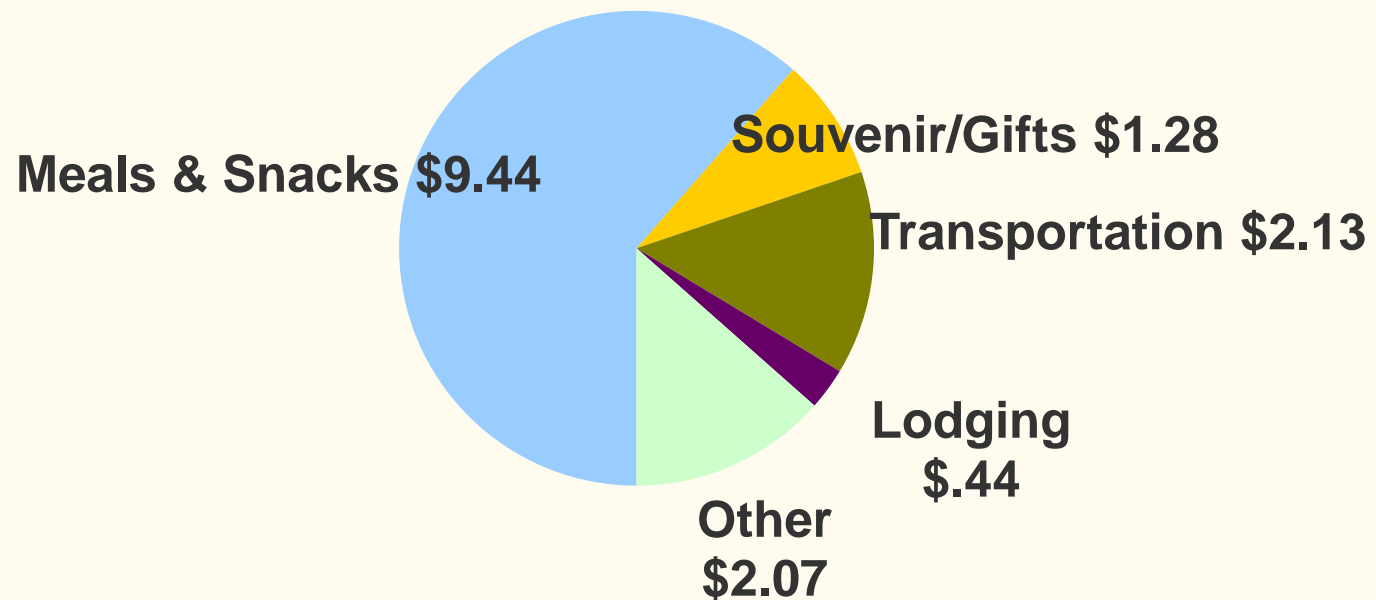


NATIONALLY

Nonprofit Arts Attendees Spend \$24.60 Per Person, Per Event



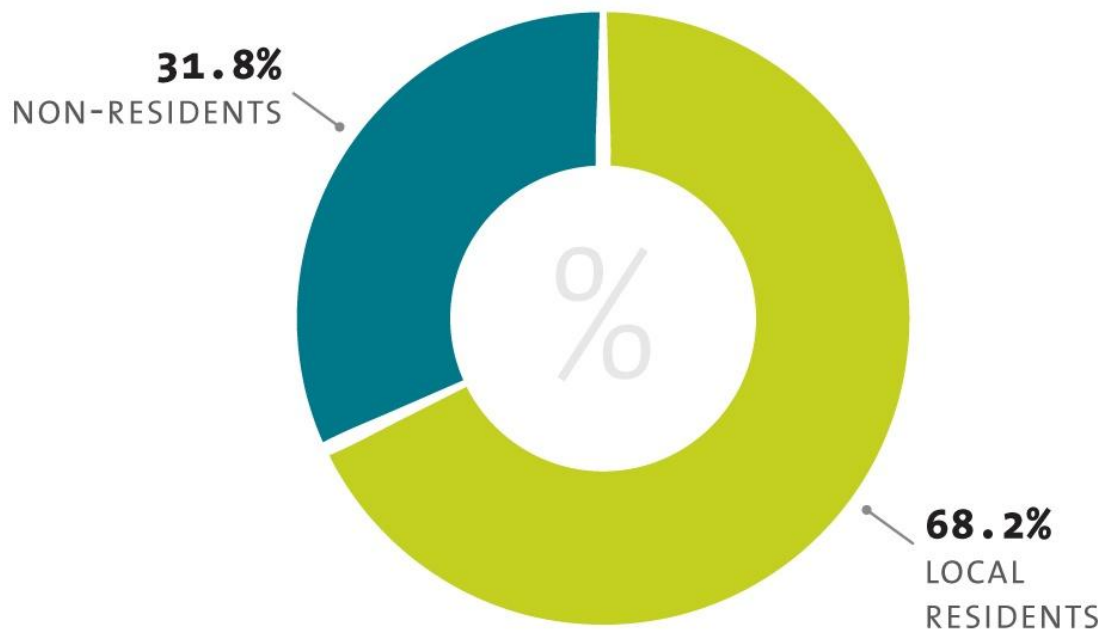
West Valley Attendees Spent \$15.36 Per Person, Per Event



NATIONALLY

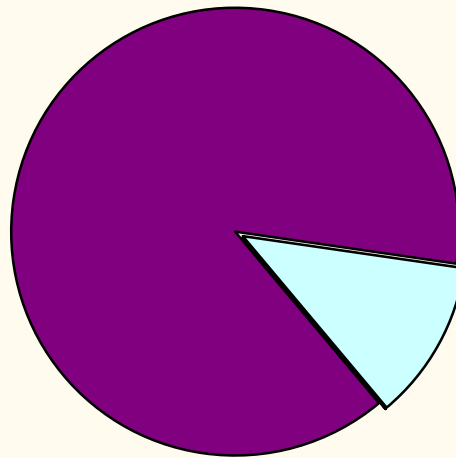
Nonprofit Arts & Culture Attendees

Local vs. Nonlocal



Local vs. Nonlocal Attendees in the West Valley

**Local
Attendees
88.4%**



**Nonlocal
Attendees
11.6%**

NATIONALLY

Event-Related Spending

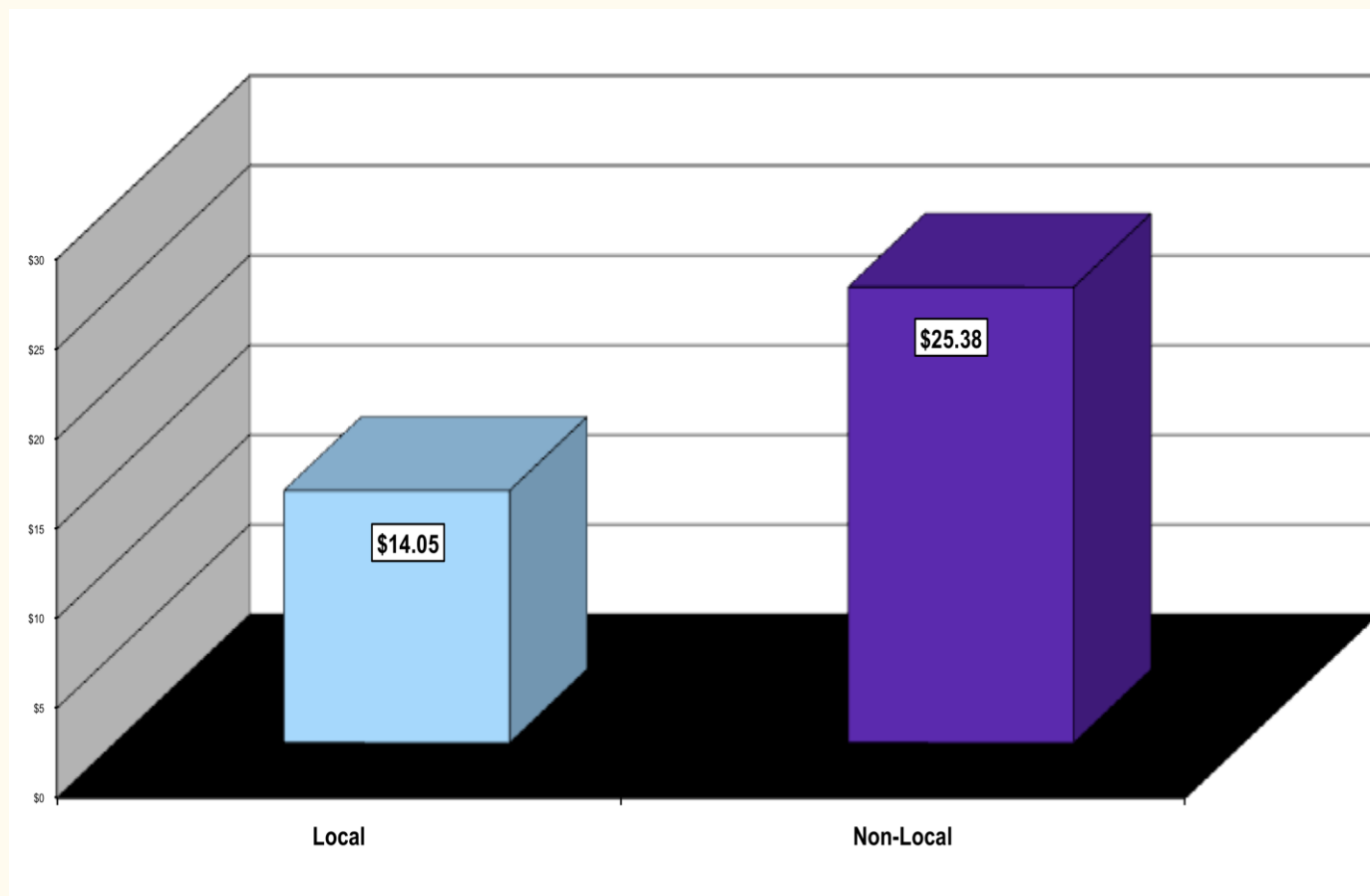
Local vs. Nonlocal Audiences



59.4 percent of nonlocal attendees said: "this arts event is their primary purpose for their trip."

Event-Related Spending in the West Valley

Local vs. Nonlocal Audiences



Will You Travel for a Cultural Experience?

Q: If this event were not happening, would you have traveled to another community to attend a similar cultural experience?

	LOCAL ATTENDEES	NON-LOCAL ATTENDEES	ALL CULTURAL ATTENDEES
NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER	30.8%	27.0%	29.6%
NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE	27.7%	20.6%	25.4%
YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY	41.5%	52.3%	45.0%

NATIONALLY

Will You Travel for a Cultural Experience?

Q: If this event were not happening, would you have traveled to another community to attend a similar cultural experience?

52.4% of the West Valley's RESIDENT cultural attendees report that they would have traveled to another community in order to attend a similar cultural experience.

51.6% of the West Valley's NON-RESIDENT attendees report the same.

IN THE WEST VALLEY

Audiences spent . . .

\$74.1 Billion Nationally

\$6.2 Million in the WV in 2010

\$1.3 Million in 2000

Nonprofit Arts & Culture Industry

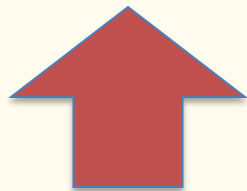


	NATIONALLY	WEST VALLEY
Organizations	\$61.1 Billion	\$8.6 Million
Audiences	\$74.1 Billion	\$6.2 Million
Total	\$135.2 Billion	\$14.8 Million

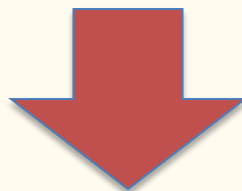
- ✓ Supports 4.1 million FTE jobs nationally, 539 in the WV
- ✓ Generates \$22.3 billion in government revenue nationally, \$1.6 million in the WV

Arts and the “Great Recession”

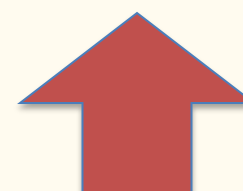
Changes between 2005 and 2010



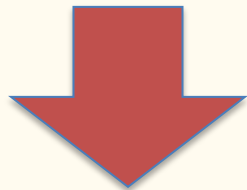
Unemployment
5.1% to 9.7%



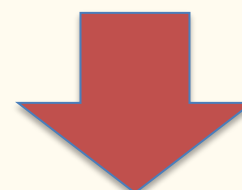
Consumer
Confidence
101 to 54



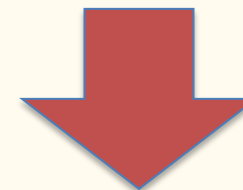
Home Foreclosures
Tripled:
885,000 to 2.9 million



Spending on recreation,
entertainment, shopping:
\$192 to \$164 billion



Live attendance:
arts and sports



Jobs in tourism,
food & beverage

Arts Volunteerism - NATIONALLY

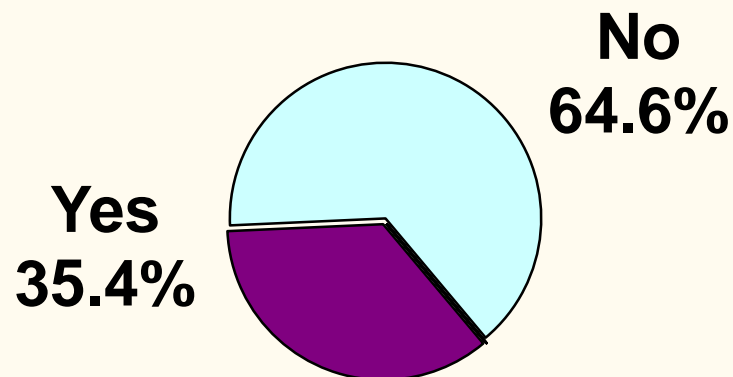
- **Average community: 5,215 arts volunteers who donated 201,719 hours (\$4.3 million value)**
- **Average organization: 45 volunteers who donated 72 hours each**
- **Value of 2010 volunteer hour = \$21.36**

Arts Volunteerism in the West Valley

- In 2010, 137 volunteers who donated 6,138 hours (\$131,108 value)
- Average organization: 45 volunteers who donated 10.5 hours each
- Value of 2010 volunteer hour = \$21.36

Personal Arts Creativity Experiences

**Q: Do you actively participate in the creation of art
(e.g., sing in a choir, act in a play, paint or draw)?**



National AEP4 Research Partners



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Leadership Center**
AN AFFILIATE OF THE U.S. CHAMBER OF COMMERCE



Grantmakers in the Arts
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The Forum for America's Ideas



National League of Cities



THE CONFERENCE BOARD
Trusted Insights for Business Worldwide



Arts & Economic Prosperity IV

5 Take-Aways

- 1. \$135.2 billion industry - \$15 million in WV**
- 2. Supports 4.1 million jobs – 539 in WV**
- 3. Generates \$22.3 billion in government revenue - \$6.2 million in the WV**
- 4. Attendees spend \$24.60 per person (beyond admission) - \$15.36 in the WV**
- 5. WV growth from 2000 to 2010 is remarkable!**



The Arts Mean Business!

www.AmericansForTheArts.org/EconomicImpact

WEST VALLEY ARTS COUNCIL

www.westvalleyarts.org